

# Project case study

## Montezone UK logo design

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# 1.

# Project details

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## Summary

Montezone UK asked us to produce a logo for their brand. The mark had to reflect a new, modern brand, distinct from its nearest competitors.

## Scope

Montezone UK was a new business specialising in car parts for the Lancia Montecarlo, an Italian classic sports car from the 1970s and 80s. Montezone's unique point of difference was that it was cheaper and offered better service than its competitors, and it wanted to reflect this in its logo and web site.



## Quote

“ ”

**R**edcentaur designed our logo and provided us with an identity that we could establish in many different media.

The logo was designed with our input throughout and the completed project was delivered on time and within budget.

## Story

Montezone UK approached us to create the logo for their new business. The client was concerned that the logo must differentiate the business from its competitors and help to demonstrate it was a different kind of business. Montezone aimed to supply rare and factory specified parts for the Lancia Montecarlo at affordable prices. The objective of the business was to help save as many of the cars as possible.

The business was keen to distinguish itself from its competitors and the logo and other branding needed to be ready for the business launch.

# 2.

## Solution

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### What we did

Many of Montezone's competitors used outlines of the car in their branding, and this type of logo has become a cliché in the classic car market. So, we decided not to go down this path.

Instead, we adopted the colours of the Italian flag (green, white, and red) to underline the name of the business. We then used the 'Z' of the business name as a swash effect, to emphasise its dynamism and speed. The rest of the business name used a strong block face to reinforce the mark's stability and dependability.

# 3.

## Conclusions

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### Successes

The colours of the Italian flag gave us the colour scheme for the web site and other stationery.

The client was delighted with the mark. It offered a powerful and distinct brand that stood out from its competitors. The logo is used throughout Montezzone UK's business as a singular identity; whereas, some of its competitors have been unable to distinguish a unique label. The ability to differentiate was fundamental to Montezzone's success.

### Challenges

The project's client required the project to be delivered quickly to meet his business objectives. While this was challenging, we stepped up to the line and provided the finished logos in time to meet the client's deadline.

We aimed to provide a business mark that enabled Montezzone UK to differentiate itself in the market. The logo we provided achieved that objective and was successful in attracting customers.



The client requested the logo in formats suitable for a range of uses, including uploading it to social media, using it on invoices and letterheads, and the website. We optimised the logo in a handful of different sizes before providing the logo in PNG. We also produced a versatile SVG file, which would enable the client to use the image in various sizes without losing its clarity.

## Impacts

The project delivered the clean, clear and distinct brand mark requested by the client.

Unlike the logos of some of its competitors, this client's logo is striking and useable. The client found it simple to maintain its singular brand identity across its website, printed materials and social media profiles. Meanwhile, its competitors often have widely different logos in use, sometimes on the same page of their web sites, giving a neurotic and disordered character to their operations.

The logo was perfect for the client, which found that the identity and mark drew many customers to their website.



Figure 1: Montezone UK's logo in SVG format.



Figure 2: Montezone UK's logo in RGB colour model for screen.



Figure 3: Montezone UK's logo in CMYK colour model for print.